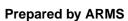




		Counties: Marion, AL
20,00	2000 Total Population	31,214
	2000 Group Quarters	907
	2008 Total Population	30,586
	2013 Total Population	30,110
	2008 - 2013 Annual Rate	-0.31%
00	2000 Households	12,697
	2000 Average Household Size	2.39
▎▓▋▍▎	2008 Households	12,808
	2008 Average Household Size	2.32
	2013 Households	12,740
	2013 Average Household Size	2.29
	2008 - 2013 Annual Rate	-0.11%
	2000 Families	9,040
	2000 Average Family Size	2.87
	2008 Families	9,014
	2008 Average Family Size	2.83
	2013 Families	8,874
	2013 Average Family Size	2.82
	2008 - 2013 Annual Rate	-0.31%
/ m m	2000 Housing Units	14,416
	Owner Occupied Housing Units	68.5%
	Renter Occupied Housing Units	19.6%
	Vacant Housing Units	11.9%
	2008 Housing Units	15,010
	Owner Occupied Housing Units	66.6%
	Renter Occupied Housing Units	18.7%
	Vacant Housing Units	14.7%
	2013 Housing Units	15,237
	Owner Occupied Housing Units	65.1%
	Renter Occupied Housing Units	18.5%
	Vacant Housing Units	16.4%
	Median Household Income	
	2000	\$27,978
	2008	\$33,197
	2013	\$36,354
	Median Home Value	<b>#55.050</b>
	2000	\$55,852 \$24,420
	2008	\$81,129
	2013 Per Capita Income	\$83,690
	Per Capita Income	¢15 221
	2000 2008	\$15,321 \$18,259
	2013	\$20,010
	Median Age	\$20,010
	2000	38.9
	2008	40.5
	2013	42.1
		12.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

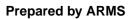




	Counties. Marion, AL
2000 Households by Income	
Household Income Base	12,676
< \$15,000	27.3%
\$15,000 - \$24,999	18.0%
\$25,000 - \$34,999	15.1%
\$35,000 - \$49,999	17.3%
\$50,000 - \$74,999	13.3%
\$75,000 - \$99,999	5.0%
\$100,000 - \$149,999	2.4%
\$150,000 - \$199,999	0.6%
\$200,000+	1.0%
Average Household Income	\$37,359
2008 Households by Income	
Household Income Base	12,808
< \$15,000	21.7%
\$15,000 - \$24,999	16.5%
\$25,000 - \$34,999	13.7%
\$35,000 - \$49,999	18.2%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	6.3%
\$100,000 - \$149,999	3.6%
\$150,000 - \$199,999	0.8%
\$200,000+	1.0%
Average Household Income	\$42,738
2013 Households by Income	. ,
Household Income Base	12,740
< \$15,000	20.0%
\$15,000 - \$24,999	15.3%
\$25,000 - \$34,999	12.9%
\$35,000 - \$0 <del>4</del> ,999 \$35,000 - \$49,999	17.0%
\$50,000 - \$74,999 \$50,000 - \$74,999	20.5%
\$75,000 - \$74,999 \$75,000 - \$99,999	7.9%
	4.4%
\$100,000 - \$149,999 \$450,000 - \$400,000	0.8%
\$150,000 - \$199,999 \$200,000+	
·	1.1%
Average Household Income	\$46,307
2000 Owner Occupied HUs by Value	
Total	9,885
<\$50,000	44.1%
\$50,000 - 99,999	37.5%
\$100,000 - 149,999	11.4%
\$150,000 - 199,999	3.8%
\$200,000 - \$299,999	2.3%
\$300,000 - 499,999	0.6%
\$500,000 - 999,999	0.1%
\$1,000,000+	0.1%
Average Home Value	\$69,342
2000 Specified Renter Occupied HUs by Contract Rent	
Total	2,642
With Cash Rent	79.9%
No Cash Rent	20.1%
Median Rent	\$225
Average Rent	\$227

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.



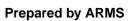




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	Counties: Marion, AL
2000 Population by Age	
	31,214
Total 0 - 4	6.0%
5 - 9	6.1%
10 - 14	6.6%
15 - 19	6.4%
20 - 24	5.7%
25 - 34	13.3%
35 - 44	14.9%
45 - 54	13.6%
55 - 64	11.6%
65 - 74	8.4%
75 - 84	5.3%
85+	2.0%
18+	77.5%
2008 Population by Age	
Total	30,586
0 - 4	6.2%
5 - 9	6.1%
10 - 14	6.0%
15 - 19	5.6%
20 - 24	5.2%
25 - 34	12.9%
35 - 44	14.6%
45 - 54	14.0%
55 - 64	14.2%
65 - 74	8.9%
75 - 84	5.1%
85+	2.3%
18+	78.3%
2013 Population by Age	
Total	30,110
0 - 4	6.1%
5 - 9	5.8%
10 - 14	6.2%
15 - 19	5.9%
20 - 24	5.0%
25 - 34	11.1%
35 - 44	14.1%
45 - 54	
	15.1%
55 - 64	13.6%
65 - 74	9.2%
75 - 84	5.4%
85+	2.5%
18+	78.3%
2000 Population by Sex	
Males	49.5%
Females	50.5%
2008 Population by Sex	
Males	50.2%
Females	49.8%
2013 Population by Sex	
2013 Population by Sex Males	50.5%



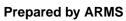




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	2000 Population by Race/Ethnicity	24.244
RAD)	Total	31,214
	White Alone	94.8%
	Black Alone	3.6%
	American Indian Alone	0.3%
	Asian or Pacific Islander Alone	0.2%
	Some Other Race Alone	0.4%
	Two or More Races	0.7%
	Hispanic Origin	1.2%
	Diversity Index	12.1
	2008 Population by Race/Ethnicity	
	Total	30,586
	White Alone	93.9%
	Black Alone	3.9%
	American Indian Alone	0.3%
	Asian or Pacific Islander Alone	0.3%
	Some Other Race Alone	0.6%
	Two or More Races	0.9%
	Hispanic Origin	1.9%
	Diversity Index	14.9
	2013 Population by Race/Ethnicity	
	Total	30,110
	White Alone	93.3%
	Black Alone	4.1%
	American Indian Alone	0.4%
	Asian or Pacific Islander Alone	0.4%
	Some Other Race Alone	0.4%
		1.0%
	Two or More Races	
	Hispanic Origin	2.5%
	Diversity Index	17.0
₹.	2000 Population 3+ by School Enrollment	
ď	Total	30,087
$\boldsymbol{\pi}$	Enrolled in Nursery/Preschool	1.1%
	Enrolled in Kindergarten	1.4%
	Enrolled in Grade 1-8	10.8%
	Enrolled in Grade 9-12	4.8%
	Enrolled in College	2.9%
	Enrolled in Grad/Prof School	0.2%
	Not Enrolled in School	78.8%
	2008 Population 25+ by Educational Attainment	
	Total	21,677
	Less than 9th Grade	15.0%
	9th - 12th Grade, No Diploma	21.7%
	· •	33.1%
	High School Graduate	
	Some College, No Degree	17.4%
	Associate Degree	4.9%
	Bachelor's Degree	4.9%
	Graduate/Professional Degree	3.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ ethnic groups.







(Ö)	2008 Population 15+ by Marital Status	
) <del>{</del>	Total	24,990
	Never Married	16.3%
	Married	62.6%
	Widowed	8.4%
	Divorced	12.7%
Nûn	2000 Population 16+ by Employment Status	
	Total	24,951
<sub>N</sub>	In Labor Force	56.1%
	Civilian Employed	51.6%
	Civilian Unemployed	4.5%
	In Armed Forces	0.0%
	Not in Labor Force	43.9%
	2008 Civilian Population 16+ in Labor Force	
	Civilian Employed	92.2%
	Civilian Unemployed	7.8%
	2042 Civilian Regulation 4C. in Labor Force	
	2013 Civilian Population 16+ in Labor Force	92.9%
	Civilian Employed	92.9% 7.1%
	Civilian Unemployed	7.1%
	2000 Females 16+ by Employment Status and Age of Children	
	Total	12,784
	Own Children < 6 Only	7.6%
	Employed/in Armed Forces	4.1%
	Unemployed	0.9%
	Not in Labor Force	2.7%
	Own Children < 6 and 6-17 Only	5.2%
	Employed/in Armed Forces	3.3%
	Unemployed	0.5%
	Not in Labor Force	1.4%
	Own Children 6-17 Only	16.4%
	Employed/in Armed Forces	10.7%
	Unemployed	1.1%
	Not in Labor Force	4.6%
	No Own Children < 18	70.8%
	Employed/in Armed Forces	26.2%
	Unemployed	2.3%
	Not in Labor Force	42.3%



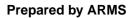




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	Counties, Marion, AL
2008 Employed Population 16+ by Industry	
Total	12,138
Agriculture/Mining	3.0%
Construction	6.9%
Manufacturing	30.0%
Wholesale Trade	2.7%
Retail Trade	11.7%
Transportation/Utilities	6.8%
Information	0.4%
Finance/Insurance/Real Estate	4.5%
Services	30.8%
Public Administration	3.2%
2008 Employed Population 16+ by Occupation Total	12 120
White Collar	12,138 42.1%
	8.2%
Management/Business/Financial Professional	13.6%
Sales	10.3%
Administrative Support	10.0%
Services	14.2%
Blue Collar	43.7%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	8.7%
Installation/Maintenance/Repair	6.1%
Production	15.7%
Transportation/Material Moving	12.2%
2000 Workers 16+ by Means of Transportation to Wo	
Total	12,593
Drove Alone - Car, Truck, or Van	84.6%
Carpooled - Car, Truck, or Van	11.5%
Public Transportation	0.3%
Walked	1.2%
Other Means	0.7%
Worked at Home	1.8%
2000 Workers 16+ by Travel Time to Work	
Total	12,593
Did Not Work at Home	98.2%
Less than 5 minutes	6.1%
5 to 9 minutes	17.6%
10 to 19 minutes	33.3%
20 to 24 minutes	10.8%
25 to 34 minutes	14.3%
35 to 44 minutes	4.2%
45 to 59 minutes	4.4%
60 to 89 minutes	3.3%
90 or more minutes	4.3%
Worked at Home	1.8%
Average Travel Time to Work (in min)	23.6
2000 Households by Vehicles Available	
Total	12,697
None	8.9%
1	29.6%
2	39.5%
3	15.7%
4	4.2%
5+	2.1%
Average Number of Vehicles Available	1.8







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	Counties: Marion, AL
2000 Households by Type	
Total	12,697
Family Households	71.2%
Married-couple Family	58.4%
With Related Children	24.9%
Other Family (No Spouse)	12.8%
With Related Children	7.9%
Nonfamily Households	28.8%
Householder Living Alone	26.5%
Householder Not Living Alone	2.3%
Households with Related Children	32.8%
Households with Persons 65+	27.8%
2000 Households by Size	
Total	12,697
1 Person Household	26.5%
2 Person Household	35.6%
3 Person Household	18.8%
4 Person Household	13.1%
5 Person Household	4.4%
6 Person Household	1.1%
7+ Person Household	0.5%
2000 Households by Year Householder Moved In	
Total	12,697
Moved in 1999 to March 2000	16.0%
Moved in 1995 to 1998	25.3%
Moved in 1990 to 1994	14.0%
Moved in 1980 to 1989	17.6%
Moved in 1970 to 1979	14.6%
Moved in 1969 or Earlier	12.5%
Median Year Householder Moved In	1992
2000 Housing Units by Units in Structure	
Total	14,416
1, Detached	63.6%



iotai	14,416
1, Detached	63.6%
1, Attached	0.9%
2	3.3%
3 or 4	2.7%
5 to 9	1.7%
10 to 19	0.7%
20+	1.1%
Mobile Home	25.6%
Other	0.4%

## 2000 Housing Units by Year Structure Built

Total	14,416
1999 to March 2000	3.0%
1995 to 1998	9.6%
1990 to 1994	8.5%
1980 to 1989	18.5%
1970 to 1979	25.9%
1969 or Earlier	34.4%
Median Year Structure Built	1976

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.





## **Top 3 Tapestry Segments**

Southern Satellites
 Heartland Communities
 Simple Living

2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

area. Expenditures are shown by broad budget categories that are not mutually exclusive. ( business revenue.	Consumer spending does not equal
Apparel & Services: Total \$	\$16,033,789
Average Spent	\$1,251.86
Spending Potential Index	47
Computers & Accessories: Total \$	\$1,592,957
Average Spent	\$124.37
Spending Potential Index	52
Education: Total \$	\$7,759,527
Average Spent	\$605.83
Spending Potential Index	44
Entertainment/Recreation: Total \$	\$29,840,733
Average Spent	\$2,329.85
Spending Potential Index	63
Food at Home: Total \$	\$38,679,090
Average Spent	\$3,019.92
Spending Potential Index	62
Food Away from Home: Total \$	\$25,610,149
Average Spent	\$1,999.54
Spending Potential Index	58
Health Care: Total \$	\$37,250,595
Average Spent	\$2,908.38
Spending Potential Index	71
HH Furnishings & Equipment: Total \$	\$15,123,643
Average Spent	\$1,180.80
Spending Potential Index	51
Investments: Total \$	\$4,771,554
Average Spent	\$372.54
Spending Potential Index	37
Retail Goods: Total \$	\$216,438,571
Average Spent	\$16,898.70
Spending Potential Index	62
Shelter: Total \$	\$97,077,687
Average Spent	\$7,579.46
Spending Potential Index	49
TV/Video/Sound Equipment: Total \$	\$10,715,514
Average Spent	\$836.63
Spending Potential Index	58
Travel: Total \$	\$12,588,359
Average Spent	\$982.85
Spending Potential Index	52
Vehicle Maintenance & Repairs: Total \$	\$7,788,051
Average Spent	\$608.06
Spending Potential Index	61

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.